

in so many other important lines. Many well prepared young men and women citizens of this State are forced to go elsewhere to get their medical education because of inadequate funds for the expansion of our own schools. This is not only expensive for the students and their families, but in the end it is expensive for the State. Of course, there always will be some of our students who will elect to secure their medical education elsewhere and some physicians from other States always will come to California to live and practice their profession. Both of these movements are necessary and desirable, but it should never be *necessary*, because of lack of facilities, for a Californian to go East to secure his education.

If California is to maintain her recognized place in scientific and intellectual practices and procedures; if she is desirous of stopping retrogressive tendencies in medical public health and social welfare standards and thus enhance her prestige in other lines, enlarged medical opportunities are essential.

Individuals and small groups of citizens are endowing medical schools in several places in our country. Any one of a number of these schools has received, or is about to receive, more millions from a single person than are asked for from all of us by both the Stanford and the University of California schools. Medical education is expensive. It is constantly becoming more expensive. It is the hardest, most trying, most expensive in the time, energy and money of the student of any of the learned vocations. It cannot be otherwise. The studies constantly grow more difficult and no physician has ever been, or ever will be, over educated. One hundred per cent of them will tell you that they have not had enough. However, when viewed from the standpoint of a great State there are credits of incalculable value constantly being entered against the costs of medical education. The stabilizing influences on public opinion emanating from the faculties and laboratories cannot be expressed in figures but they are tangible to every thinking person. The returns in safety in commerce, quarantine, industry, other professions and home life are more tangible and more appreciated. As a single example the saving to the people of this State by the researches of the two medical school faculties in pointing the way to the olive industry during their recent difficulty, means many millions in dollars and in useful lives saved. The extension and fine service of the teaching hospitals and their various life-comforting and life-saving auxiliaries is known and appreciated by untold thousands of our citizens, who otherwise might be unable to secure all that they required.

The medical profession of the State always has wanted to see San Francisco and Los Angeles as two great medical centers. Our schools are of the best, but they have not been able to expand and become the Meccas they are entitled to be. We ought to be the stopping places as we are the gateways for all the countries and millions of people of the Orient and Far East. For years past, and even at present, they are using us as

medical gateways but not enough as stopping places. All we need is endowment and the application of the well known California idea as expressed in other activities and the gateway will be converted into an intellectual, social and even financial harvest. As President Wilbur has said, Stanford's medical mission endowment is the problem of every loyal, forward looking Californian. When the time comes for a similar campaign by the University of California Medical School and hospitals, that also will be our problem. Let us make the gateway lead into California's fertile fields and as East is both directions from this gateway, let us open it straight up.

STUDIES IN CLAY

Barnum's statement about "one being born every minute" is being most exquisitely demonstrated by the use of "beauty clays." The increasing variety, volume and extravagance of the advertisements of the "virtues" of clay and mud as beautifiers of the skin indicates a large volume of profitable business. It takes many sales of dirt, even at ten dollars a pound, to pay for the extensive advertising now being displayed. According to the claims of some of the gentry who deal in clay, this beautifier promises to make Cleopatras of all and sundry and, what is of more interest, it promises to injure the toilet soap business. We have been requested in letters to say something about this fad. There is only one phase of it that is important enough to notice. If we must use clay as a skin beautifier, why don't we use California clay; market it by California business men and thus save all the profits in sales and advertising to our own community? Gentlemen of the Chamber of Commerce, we offer you the opinion that there is a fortune in California clay if you will act quickly before some other "beautifier" is "discovered."

COLLECTION AGENCIES

A number of the members of the California Medical Association have requested that we call editorial attention to this subject. There are undoubtedly perfectly good reliable collection agencies in California handling physicians' accounts. It is also a fact that there are a number who are unreliable and, in certain instances, probably dishonest. Every physician should be extremely careful of the standing of the firm to whom he delivers his accounts for collection. Once these accounts are in the hands of an agency it is exceedingly difficult by process of law either to get the accounts back again or to enforce payment by the agency of fees already collected.

The JOURNAL carries the advertisements of two collection agencies that have been recommended by members of our organization. The JOURNAL would appreciate letters of commendation or criticism regarding any agency engaging in this line of business in this State. Letters will be treated as confidential at the request of the writer.